

Curriculum Vitae

Of

SWEETY LAW, PhD

Professor of Marketing

California State University – East Bay at Hayward

Department of Marketing and Entrepreneurship – College of Business and Economics

Education:*Degree:* Ph.D. (Telecommunications/Cross-cultural Communication)

Ohio University, Athens, Ohio.

2000

Degree: M. A. (Communication Management)Annenberg School for Communication,
University of Southern California, Los Angeles.

1994

Research and Professional interests:

Organizational communication management with special interest in audiences, innovation diffusion, leadership, persuasion, intercultural communication, organizational culture and change, communication campaigns and behavior change, and development communication.

Professional Experience:

Professor

Promoted Fall 2012

Associate Professor

Appointed Fall 2006

California State University – East Bay,

Tenured Fall 2010

Hayward (a member of the California State University system)

Promoted to/Tenured as Associate Professor

Fall 2005

Assistant Professor

Fall 1999-Summer 2005

Texas A&M International University (a member of the Texas A & M system)

Visiting Faculty

Summer 2003

Junior Statesman Foundation, Stanford University

Teaching Associate

1996-1999

Ohio University, Athens

Interim Undergraduate Advisor

1998-1999

Ohio University, Athens

Research Associate

1998 Summer

Research and Evaluation Division, Bloomberg School of Public Health

Johns Hopkins University, Baltimore

Public Affairs Officer

1994-1995

Singapore Airlines, Head Office - North America, Los Angeles, California.

Publications:

Peer-Reviewed Journal Articles

- Wu, L. and Law, S. (under review at Marketing Education Review). A Practical Approach to Teach Graduate Students to Write Persuasively for Business Decision Making.
- Law, S. and Baer, A. (under revision at Active Learning in Higher Education, a Sage publication). Using Technology and Structured Peer-Reviews to Enhance Student's Business Writing.
- Law, S. (in progress). Reality-Check: Why Faculty Shy Away from Written Assignments?
- Law, S. and Verville, J. (2011). Human roles and communication strategies of a computer-technology leader: Enhancing global image, leadership, and legacy. Academy of Marketing Studies Journal, Vol. 15, Issue 2, pp. 17-32.
- Verville, J., Taskin, N. and Law, S. (2011). "Buyer-supplier relationships in supply chain management: Relationship, Trust, Supplier Involvement, and Performance". In International Journal of Agile Systems and Management, Vol. 4, Issue 3, pp. 203-221
- Law, S., Tashkin, N. and Verville, J. (2011). "Relational Attributes in Supply Chain Relationships". In International Journal of Information Systems and Supply Chain Management, v4, issue 1, pp. 1-23 (an official publication of the Information Resources Management Association and an IGI publication)
- Law, S. (2009). Learning from employee communication during technological change. Journal of Workplace Learning, Vol. 21, No. 5, pp. 384-397 (an Emerald publication)
- Kurata, T., Smothers, N. and Law, S. (2009). Negotiations as War: Western and Korean Cultural Norms in the Negotiation of International Business Relationships. Journal of Business Leadership, v.17, pp. 95-115 (the official journal of the American National Business Hall of Fame (ANBHF)).
- Law, S., Mayfield, M. and Mayfield, J. (2008/2009). Employee communication, information technology use, and mandatory training. International Journal of Liability and Scientific Enquiry, v2, no. 1, pp. 25-39 (an Inderscience publication).
- Law, S. (2003). "Chetana - Participatory Communication and Support Structures", Inter/Sections (a journal of IAMCR (International Association for Media and Communication Research) and European Commission for Communication Research) v3, i6, pp. 49-56.
- Law, S. (2001). "Structuring an audience base: The process role of opinion leaders and change agents to effect structure and change" Inter/Sections A journal of IAMCR (International Association for Media and Communication Research) and European Commission for Communication Research.
- Law, S. (2000). "Organizing for Social Change in a Postmodern World: Rethinking Participation". Journal of Development Communication.

Publications (cont.):*Peer-Reviewed Journal Articles*

Papa, M., Singhal, A., Law, S., Pant, S., Sood, S., Rogers, E. M. & Shefner, C. (2000). "Entertainment-education and social change: An analysis of para-social interaction, social learning, and paradoxical communication". Journal of Communication, pp. 31-55.

Law, S. & Singhal, A. (1999). "Efficacy in letter-writing to an entertainment-education radio serial". Gazette, 61(5).

Singhal, A. & Law, S. (1997). "A Research Agenda for Diffusion of Innovations Scholars in the 21st Century: A Conversation with Everett M. Rogers". Journal of Development Communication, 8(1).

Singhal, A. and Law, S. (1997). "Past, Present, and Future of Development Communication". The Journal of Development Communication, 8(2).

Peer-Reviewed Book Chapters

Kodrich, K. and Law, S. (2004). "Comparison of WMD coverage in the New York Times, Washington Post, The Guardian and Times of London". Refereed book chapter in Ralph Berenger (Ed.) Global Media Go to War. Marquette Books and Center for Global Media Studies, Washington State University.

Law, S. (2003) "Audience Letters, Letter-Writers and Ethnography: Constituting the Audience for Radio". Refereed book chapter in P. Murphy & M. Kraidy (Eds.) Global Media Studies: Ethnographic Perspectives. Routledge Press, NY.

Singhal, A., Law, S., Kandath, K. and Ghanekar, D. V. (1999). Investigating (Dis)empowering Attitudes and Behaviors of Women Dairy Farmers and the Effects of the Three Intervention Programs in the Kolhapur and Jaipur District Milk Unions of India. In Women's Empowerment Through Dairy Cooperatives in India (pp. 102-132), National Dairy Development Board, India.

Reports:

Law, S. and Wu, L. (2016) Graduate Student WST Writing Workshops: CBE Pilot. White paper published by Programmatic Excellence in Instruction and Learning, CSUEB-ORSP.

Law, S. and Rao, A. (2015). Using Structured Peer Review to Enhance Students' Communication Skills. White paper published by Programmatic Excellence in Instruction and Learning, CSUEB-ORSP.

Law, S. (2001). "*Mi Futuro* – Evaluation of Abstinence Program for Laredo Independent School District Middle Schools (1999-2000)" in Texas Center Border Research Report (Vol II). For Border Economic and Enterprise Development, Laredo, Texas.

Law, S. (2000). DCS/WDCLP/WDP initiatives for women dairy farmers' leadership and management skills development in Kolhapur District, Maharashtra and Jaipur District, Rajasthan – India. For National Dairy Development Board of India, Anand, India.

Conference Presentations:

Law, S. (2014). Knowledge Management and Organizational Learning in Higher Education. Paper presented to 3rd Annual World Congress of Emerging InfoTech 2014, Dalian, China (June, 2014)

Law, S. (2009). “Creating Corporate Citizenship and Employee Engagement”. Competitive paper selected for presentation to the 74th annual convention of Association of Business Communication, Portsmouth, Virginia (Nov. 4-7, 2009)

Law, S. (2008). “Communication strategies of a technology-based organization: Corporate marketing creating competitive advantage”. Paper presented to the 73rd annual convention of Association of Business Communication, Tahoe, CA, USA, October 2008. Competitive paper selected for publication in Proceedings.

Law, S., Mayfield, M. and Mayfield, J. (2008). “Employee Information Technology Use and Mandatory Training” - Paper presented to IAITL's International Conference on Business, Law and Technology, Long Island, New York, USA, June 2008. Competitive paper selected for presentation and publication as a book chapter; abstract published online.

Law, S. (2007) “Change Management, Leadership and Storytelling”, Paper presented to 72nd annual convention of Association of Business Communication, Washington D.C., USA, October 2007. Competitive paper selected for presentation; published abstract

Law, S. (2006) “Perceptions of an Ethics E-training Program: A Qualitative Study” - Paper presented to 71st annual convention of Association of Business Communication, San Antonio, Texas, USA, October 2006. Competitive paper selected for presentation; published abstract

Law, S., Mayfield, M. and Mayfield, J. (2005) “The Effects of Sexual Harassment E-Training on Worker Attitude and Behavior”. Paper presented to annual convention of Association of Business Communication Southwest, Dallas, Texas, March 2005. Competitive paper; published abstract

Law, S. (2002). Reconstructing community by communicating action: Exploring the strategies of female activists among Indian women dairy farmers. Paper presented to annual conference of National Communication Association, New Orleans, USA, November 2002. Published Abstract

Law, S. (1999). Organizing for Social Change in a Postmodern World: Rethinking Participation **Top Student Paper** (Intercultural, International and Development Communication Division), 49th Annual Conference of International Communication Association, San Francisco, USA. May 1999.

Law, S. (1998). Development Communication in a Postmodern World. Paper presented to the MacBride Round Table on Culture and Communication: A Global Information Society, Amman, Jordan. November 23-25, 1998.

Conference Presentations (cont.):

Singhal, A., Law, S., Kandath, K. & Ghanekar, D. V. (1998). Investigating (dis)empowering attitudes and behaviors of women dairy farmers and the effects of 3 interventions (CD, WDCLP, and WDP) programs in the Kolhapur and Jaipur District Milk Unions in India - insights gained from a quantitative investigation on women's empowerment through dairy cooperatives in India. Paper presented to the National Dairy Development Board Policy-Makers Seminar on Women's Empowerment through Dairy Cooperatives in India, Anand, India.

Law, S. & Singhal, A.(1998). Efficacious Dimensions in the Communication of Letter-Writers to an Entertainment-Education Radio Soap Opera. Paper presented to the 48th Annual Conference of International Communication Association, Jerusalem, Israel. July 1998.

Papa, M. J., Singhal, A., Law, S., Sood, S., Rogers, E.M., & Shefner-Rogers, C. (1998). Entertainment-Education and Social Change: An Analysis of Parasocial Interaction, Social Learning, and Paradoxical Communication. **Top-Ranked Paper** presented to the 48th Annual Conference of International Communication Association, Jerusalem, Israel. July 1998.

Sood, S., Law, S., & Singhal, A. (1998). Audience Effects of Tinka Tinka Sukh - A radio soap opera in India A paper presented to a workshop on the Social Use of Soap Operas, Televisa, Mexico City. March 30-April 2, 1998.

Law, S. (1997). Coming of Age of Indian Social Activism - A Communicative Inquiry into the Narmada Dam Dispute. A paper presented to Ohio University College of Communication XI Annual Research Conference, Athens. October 24-25, 1997.

Sood, S., Singhal, A. & Law, S. (1997). Analysis of Educational Themes and Listeners Feedback to "Tinka Tinka Sukh", an Entertainment-Education Radio Soap Opera in India. A paper presented to the 2nd International Conference on Entertainment-Education and Social Change, Athens. May 7-10, 1997.

My work is cited in (select):

The Basics of Communication Research (2004), By Leslie A. Baxter and Earl R. Babbie, Wadsworth.

Combating AIDS: Communication Strategies in Action (2003), By A. Singhal and E. M. Rogers, Sage Publications, New Delhi.

"Entertainment-Education-A communication strategy for social change (1999), By A. Singhal and Everett M. Rogers, Lawrence Erlbaum Associates, NJ.

Recognitions:

The University Libraries - California State University East Bay's Faculty Authors and Artists Recognition Event (2010-2011)

Nominated (April 2010) by former student to Honorary Membership of the Golden Key International Honour Society, an invitation-only prestigious international honour society whose members include President Bill Clinton and Nelson Mandela.

Research grants:

- 2015 CSUEB PEIL Grant
- 2013 CSUEB PEIL Grant
- 2007 California State University East Bay Mini-Research Grant
- 2004 Texas A&M International University Mini-Research Grant.
- 2003 Texas A&M International University Mini-Research Grant.
- 2002 Texas A&M International University Mini-Research Grant.
- 2001 Texas A&M International University Mini-Research Grant.

Research Appointments:

Research Associate, Women's Empowerment through Dairy Cooperatives in India Ford Foundation, New Delhi, India (1995-98).

Research Associate, A Field Experiment to Measure the Effects of "Tinka Tinka Sukh", A Radio Soap Opera on the Status of Women, Family Planning, and HIV/AIDS Prevention in India David and Lucille Packard Foundation (1996-98).

Research Associate, Research and Evaluation Division, Center for Communication Programs, Bloomberg School of Public Health, Johns Hopkins University, Baltimore (Summer 1998).

Awards:

- 1999 Ohio University Terry and Lynn Conry Annual Award for Graduate Research in Organizational Communication.
- 1998 Ohio University Barry Spiker Annual Graduate Student Award for conference presentation of paper on Organizational Communication.
- 1998 Ohio University Ray and Tish Wagner Annual Award for outstanding performance by international graduate student.
- 1997 Ohio University Ray and Tish Wagner Annual Award for outstanding performance by international graduate student.
- 1984 University of Calcutta Lady Brabourne College Principal's Award for Outstanding Student Achievement for Class of 1984 (equivalent to Summa cum Laude)

Service at CSU East Bay (*Highlights only*):

University:

- Co-presenter with Dr. Jodi Servatius at Back-to-the-Bay (Fall 2016) on "Increasing Student Engagement -- for Quarter-to-Semester Conversion" session.

- Participant, attended meetings and submitted my course assignments for use by CSUEB Written Communication Assessment Project, Office of Academic Affairs (2014-2015)
- Nominated, Faculty Learning Communities – Ethics (2014-2015)
- CBE Representative on first CSUEB Diversity Task Force on recruitment (2014-2015)
- Member, Learning Management Systems (2014-2015)
- Member, FAC sub-committee on Student Evaluation of Teaching (2014-2015)
- Nominated, Faculty Learning Communities – Writing Skills (2013-2014)
- Elected member, ExCom: Academic Senate – 2012-2013
- Elected CBE representative, Academic Senate – 2011-2013
- Elected Chair of Professional Leave Committee 2010-2011
- Elected in University-wide election to Professional Leave Committee 2010-2011
- Appointed to Hearing Panel for Fairness Petition – May-June 2011
- Member/Secretary of Concord Campus Advisory Committee 2010-2012
- Member, Interview Panel for CSU-International Programs 2011, 2008
- Member, University Space Committee 2010-2011
- Member, University Sub-Committee on Writing Skills
- Member, University Sub-Committee (BIAS and WST): Participated in meetings and evaluated proposals.
- Interdisciplinary MA Program Committee
- Supported graduates by writing recommendation letters for advanced studies, scholarship, and employment applications
- Accepted nomination to serve on CAPR (Fall 2008)

College:

- Member, CBE RTP Committee (2014-2015)
- Member, AACSB Assessment Committee (2014-2015, 2015-2016)
- Member, CBE Curriculum Committee (Winter 2015 – Yi He on sabbatical)
- Member, Task Force on Entrepreneurship (2013 – current)
- Elected department representative to CBE FAC Committee 2010-2012, 2012-2014
- Volunteer - CBE Diversity Initiative: Evaluated proposals and participated in meetings.
- Reader - CBE Commencement Ceremonies (2016, 2015, 2014, 2013, 2011, 2008) and CBE Annual Student Awards (2008)
- Panel judge at SIFE (competitive national event for business majors) regional round
- Faculty Advising in Spring 2007 and 2008 for CBE (Student Services Center)
- Contributed to CBE newsletter

Department:

- Member, Chair Advisory Committee (2015-2016)
- Member, Department RTP Committee (2015-2016)
- Chair, Search Committee (2014-2015)
- Member, Department RTP Committee (2010-2011)
- Prepared Course Learning Objectives for Integrated Marketing Communication courses
- Member, Department Committee to review Course Learning Objectives and syllabi

- Conducted peer evaluations of Lan Wu and Yi He
- Department promotion initiative: Evaluated website and submitted report to chair J. Agrawal.
- Evaluation of part-time faculty (Jeff Newcomb, Bruce Wasserman, Linda Saytes and Deborah Robinson)
- Department Hiring Process (2006-2007-2008) – Participated in interviewing and hosting candidates during campus visits

Student Development (select):

- Student advising and counseling – Fall 2006 to present
- Writing letters of support for students – Fall 2006 to present
- Chemistry major Bivek Wagle – accepted into UC-Davis Surgical Program (Fall 2014) and awaiting admission to medical school (2016)
- Honors Program student Mona Aflatooni – advanced to VP, Community Bank of Oakland (2013)
- Nominated (2010) by business major Neelam Kapadia to Golden Key Honors Society, an international honors association whose membership is by invitation only and among whom are President Bill Clinton and Nelson Mandela
- Honors Program student Veronica Sampaio obtained junior management position at Symantec (2010)

Service at Texas A&M International University (*Highlights only*):

University:

Fall 2001-Summer 2002/Fall 2003-Spring 2006

Since Fall 2003 Member, Faculty Oversight Committee of TAMIU Student Newspaper “The Bridge”

- Faculty mentor of student-journalists
- Co-chair of staffing and search committee
- Co-reviewer of new proposals

2001 – 2003 Faculty Sponsor/ Advisor (Managing Editor and Publisher) of “The Bridge”

- As Publisher, managed budget and financial matters
- As Managing Editor, supervised assignments and final approval before going to press
- As Faculty, instructed and mentored student-journalists

Service (*Highlights – Cont.*):

Spring 2004-Spring 2006 (E-training evaluation)

- Worked with the Human Resources Office to evaluate e-training course for staff development
- Co-created evaluation design plan
- Completed preliminary data analysis and report

Spring 2004-Spring 2006

Member, TAMIU Website Design and Oversight Committee

- Reviewed current Website presentations and capabilities
- Researched and provided student feedback through class assignment in Research Methods class

- Proposed changes and enhancements for procedural and structural features of web-content and management
- Reviewed and aligned presentation and technical features for SACS (Southern Association of Colleges) assessment and requirement criteria

Department:

Director of Communication Program (Fall 2004-Spring 2006)

- Provided leadership as Chair of Program Assessment Committee
- Provided leadership to Program Planning and Development
- Various assisted Department Chair to meet departmental-programmatic needs and requirements

Internship agreements (Fall 2005)

- Negotiated and established paid Internship program with Border Media Partners (BMP), the largest minority-owned media company along the southwest border from Texas to California

New Internship in PAIS

- Provided initiative to create a paid Internship position in TAMIU Office of Public Affairs and Information Services (PAIS). The position was approved with effect from August 2004

Member, Communication Program Development Committee, Texas A&M International University.

Highlights:

- Reviewed and updated curriculum and course designs
- Worked with others on SACS assessment and to formalize new track in Media Production.
- Worked with others to create a new course in international journalism for Fall 2004 in conjunction with El Manana a leading Mexican newspaper.
- Chair of the Search Committee (2002-2005)

Other University Service (*highlights*):

- Chair, University Library Committee, Texas A&M International University, Laredo, Texas.
- Member, University Library Committee, Texas A&M International University, Laredo, Texas.
- Member, President's International Studies Advisory Council, TAMIU

External Representation/Invitations to speak (*highlights*):

- Fall 2005 Panelist, Communicating in Context: How to Teach 21st Century Workplace Communication Skills. Annual Conference of National Communication Association, Boston, USA, November 2005.
- Summer 2004 The role of research in media studies – Department of Mass Communication and Film Studies, St. Xavier's College, Kolkata, India.
- Spring 2002 Communication and Community - Staff Enrichment Day, Office of Human Resources, Texas A&M International University, Laredo.
- Fall 2000 Engaging Diversity in the Classroom: A Roundtable Discussion of Difference from Multiple Perspectives. Panel speaker for Annual Conference of National Communication Association, Seattle, USA, November 2000.
- Fall 1999 Crisis Communications and Management: Experience with Singapore Airlines. Public Relations Society of America (PRSA), Laredo Chapter.

External Representation/Professional Services (*highlights only*):

- Reviewer for Marketing Educators' Association Annual Convention 2008-2009, Newport Beach, CA.
- Guest Editor, Graduate Research (Fall 2003-Summer 2004) Global Media Journal
(<http://lass.calumet.purdue.edu/cca/gmj/>)
- Invited reviewer for submissions to conference (e.g. AEJMC, 2003) and journals (e.g. Supply Chain Management – since 2008)
- Invited reviewer for book proposals